

LEO BURNETT U.S.A.

an advertising company, inc.

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The spirit of Marlboro in a low tar cigarette.

# Marlboro Lights



Lighter in taste. Lower in tar.  
And still offers up the same quality  
that has made Marlboro famous.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

100 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.



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